

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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1969 Theatres And 228 Ozoners

By JAY L. SMITH

On The
beam

Theatre business in Canada has been deteriorating at a very rapid rate since the first of the year. The rate of deterioration appears to have been accelerated considerably the past few weeks, and according to all reports received at The Digest office, business over the Holiday week-end, with but a few exceptions, was remarkably bad. True, as far as Ontario was concerned, we had some exceptional weather, warm and sunny, which kept people out-of-doors, and sent thousands out of the cities to the lakes, cottages, etc.

However, in spite of the weather factor, there does not appear to be any justification for some of the record low grosses some very good pictures racked up over the week-end. We have now reached the stage where not only the small-town independents and the subsequent run houses are affected, but also a goodly number of the circuits' "A" houses. Even some of the so-called "Keys" have been affected, with the result that today, the circuits are just as worried as the small exhibitors about the general situation.

Naturally, the first target for exhibitors when business starts dropping, are the distributors. Exhibitors from one end of the country to the other are up in arms against inequities which they allege the distributors are forcing upon them. These alleged inequities include excessive film rentals, extended and preferred playing time clauses, and advance admission price policies which exhibitors claim they have been forced into.

While many of the exhibitors' complaints may be justified, and I know for a fact that a great major-

(Continued on Page 2)

New Canadian Directory Of Theatres Issued By CMPDA

Claire Appel, executive director of the Canadian Motion Picture Distributors Association announced last week that the new 1955 Directory of Canadian theatres was in the process of being mailed to its member companies.

W. Tyers Leading In Odeon Mgrs. Contest

According to the final progress report of this year's Odeon Managers Competition with complete tabulations yet to come, Wannie Tyers of the Toronto Hyland was out in front in the division for

(See TYERS Page 2)

The Directory lists all 35 mm theatres and Drive-ins licensed under provincial law as of April 1, 1955, together with those reported under construction. The listing, the most complete available covers all Canadian exchange territories.

A chart at the beginning of the Directory lists the number of thea-

(See DIRECTORY Page 2)

Three Pictures A Month From Universal Good News To Exhibs.

Universal with a tremendous line-up of product, either completed or in work, which will result in at least 3 feature films a month from now up to next summer, has embarked on a new era, stated Mark Plottel, Empire-Universal's General Sales Manager on his return from a special "See It" sales meeting, held at the Universal studio in Hollywood.

"Our coming releases," he stated, "have the ingredients of heart and humanism, promising high box office potential for Canadian exhibitors." The films screened at the conference were, "To Hell and Back," in CinemaScope and Technicolor, based on the experiences

(See UNIVERSAL Page 3)

Altman Spokesman At Variety Meet

George Altman was the delegate of Tent 28 to the Variety International meet. His speech follows.

"Toronto Tent 28 is not a candidate for the Citation Heart Award, having shared that honor with that wonderful tent at Miami a few years ago.

"When Tent 28, in Toronto,

(See ALTMAN Page 3)

Lethbridge Ozone Planned By Famous

A drive-in theatre to accommodate 600 or more cars will be built in North Lethbridge, Alta., it has been announced by Bob Eves, Toronto, western division manager of Famous Players. The theatre will be as large as or larger than the

(See LETHBRIDGE Page 2)

J. J. Fitzgibbons Denies Story On Production Participation

John J. Fitzgibbons, President and Managing Director of Famous Players Canadian Corp., in an exclusive interview with The Digest, emphatically denied a story published in an American trade paper, to the effect that he "has been wanting a role in picture-making for some time" and that he is now "set to try his hand at film studio operation, the studio being Paramount."

"The way that story reads," said

(See FITZGIBBONS Page 2)

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Canadian Para Meet May 26 In Toronto

Returning from a top-level sales-merchandising conference of Paramount Pictures executives in Hollywood, Gordon Lightstone, Paramount's Canadian General Manager, will preside over a meeting of the Canadian organization convening in the King Edward Hotel, Toronto, May 26th - 28th.

It is expected that George Weltnier, head of Paramount Pictures worldwide sales, will attend the meeting coming from New York

(See PARA MEET Page 13)

Quebec Pix Pioneers

The 7th Annual Meeting of the Canadian Picture Pioneers, Quebec Division, is slated to take place at the Sheraton Mount Royal Hotel in Montreal on Wednesday

(See PIONEERS Page 3)

A SHIFT OF THE REPUBLIC FRANCHISE IS RUMORED, WITH REPORTS, NOT CONFIRMED, THAT EMPIRE-UNIVERSAL WILL NO LONGER DISTRIBUTE REPUBLIC AT THE END OF THEIR FRANCHISE. THE RUMORS STARTED WITH THE CLOSING OF THE DEAL FOR E-U'S DISTRIBUTION OF ALL DISNEY PRODUCT.

On the Beam

(Continued from Page 1)

ity of the distributors, at the local and national level, have granted adjustments in film rentals to exhibitors who have justified their requests for such adjustment, lower film rentals is only a small part of the answer to our Industry's growing problems. Even if some exhibitors were to receive their film for nothing, they would still be losing money, with the kind of grosses they are showing.

A concerted effort by all branches of the Industry MUST be made NOW, to get people back into the habit of going to the movies, and it is my opinion, an opinion which is shared by many in the Industry, that one of the first things that must be re-examined IMMEDIATELY, is the admission prices to a great majority of our theatres.

This Industry of ours was built up to its great stature by the nickels, dimes, quarters, and half-dollars of the working-man and his family, not by the dollar bills of the carriage trade. What possible right have we, as an Industry, today, with the free competition of Television, and faced with all the other competitive forms of entertainment that are available, to demand that this same working-man pay anywhere from 75c to \$1.00 for each member of his family over the age of 12 years, to see 90% of the pictures released today?

True, there are a certain number of pictures released each year, that are so far above the average picture in quality or entertainment value, that they deserve an increased admission price in certain situations, but this practice has become so abused that the theory now seems to be, that if the increased admission prices are not charged, the public will get the idea that the picture must be a "stinker".

Distributors claim, and rightly so, that their costs have gone way up, even more than their film terms have. Producers also claim that their costs are way up, and that they must get more money for their pictures, in order to be able to continue the production of quality pictures. This, also, we concede, but both producers and distributors must realize that if less and less people are attending the theatres, and more and more people get out of the habit of attending shows, eventually, no matter what terms they receive for

their pictures, their gross returns must suffer. 100% of nothing, is still zero, no matter how you try to figure it.

So let's not wait until half the theatres in Canada are forced to close down, and we are left with a small minority of the population paying a high admission price to see movies at a handful of key theatres across the country. Let's all get together, NOW, and talk out all our problems together, and start a positive campaign to get people back into the show-going habit. For if we don't, it won't be too many months before most of us will have to look for employment in some other industry, as there just will not be employment available in the Motion Picture Industry.

TYERS

(Continued from Page 1)

showmanship and attendance, with the Broadway Theatre, Saskatoon, second and the Garrick, Halifax, third.

Top place in the confectionery standing was held by the Roxy, Newmarket, followed closely by the McCarthy, Belleville, the Oxford at Halifax and the Plaza, Vancouver.

The Rex Theatre, St. Jerome, Que., had a slight lead in the department for theatre operation and maintenance, while the Oxford, Halifax, had a good margin in the combined percentage standing.

The leading regional group was the district under the direction of A. P. Bahen, Montreal.

LETHBRIDGE

(Continued from Page 1)

present Green Acres theatre located south of the city, Mr. Eves said. CinemaScope films will be shown on the 90 x 55 foot screen.



HERB MATHERS, new Assistant to Mark Plottel, Empire-Universal Sales Manager.

FITZGIBBONS

(Continued from Page 1)

Mr. Fitzgibbons, "it would appear that I am going to double my efforts. On the contrary, my family and associates have finally persuaded me to take things a little easier, and I intend to take advantage of the California climate for several months out of each year. Paramount has been kind enough to offer me the use of an office while I am on the Coast, so that I can keep in touch with Toronto."

Mr. Fitzgibbons leaves this Thursday, May 26th, for California, and will remain on the Coast until the end of July. A series of meetings for Famous Players partners and associates, district managers and managers is scheduled for the month of August, and Mr. Fitzgibbons advised that he would definitely be returning to Canada in time to attend these meetings, at which time final plans for the official celebration of Famous Players 35th Anniversary will be set.

Mr. Fitzgibbons retains the presidency of Famous Players, and no executive changes in the company are contemplated at this time. R. W. Bolstad, Vice-President and Treasurer of FPCC, will be chief executive officer in charge of all phases of the company's operations during Mr. Fitzgibbons' absence from Canada, with theatre management continuing under the divisional supervision of Morris Stein for Eastern Canada, and Bob Eves for Western Canada.

Famous Players, through its affiliation with the parent company, Paramount Pictures, has a 25-year franchise for the Canadian rights to Telemeter, one of the leading pay-as-you-see Television systems developed in the U.S. Famous Players also controls the rights for Canada of the Lawrence Chromatic Color Television Tube, and it is Mr. Fitzgibbons intention, while on the Coast, to keep abreast



JOE GARFIN, E-U's new Toronto branch Manager.

of all progress in these two fields.

John Fitzgibbons came to Canada from Paramount Theatres in 1930, joining Famous Players as director of theatre management. In 1936 he was elected vice-president, and rose to the presidency in 1941. As head of the Canadian Motion Picture Industry's War Services Committee, Mr. Fitzgibbons achieved national and international prominence for his direction of the Industry's War Effort. In recognition of his wartime service, in 1948, he was named a Commander of the British Empire, and in 1953 was chosen as "Pioneer of the Year" by the Canadian Picture Pioneers.

One of the original founders of the Variety Club Tent 28 Toronto, Mr. Fitzgibbons was the Tent's first Chief Barker, holding that office for two years. He has been chairman of the board of St. Michael's Hospital, a leading member of the National Council for Christians and Jews, and a governor of Notre Dame College at Wilcox, Sask.

DIRECTORY

(Continued from Page 1)

tres, including closed houses as 1,969 as compared to 1,956 in 1954 and a jump from 207 Drives in '54 to 228 in 1955. As of April 1, 1955, there were 112 theatres closed with a seating capacity of 40,190.

A summary for the Montreal territory states that there were 88 houses using all English-language film, 170 houses using 1/2 French and English-language film and 160 using all French-language film. Last year's Directory reported a total of 194 houses showing all English-language product.

Allied Artists Div.

At a meeting of the Board of Directors of Allied Artists Pictures Corporation held at its New York Office, May 3, 1955, the quarterly dividend of 13 3/4 cents per share on the company 5 1/2 % Cumulative Convertible Preferred Stock was voted. Payment is to be made on June 15, 1955, to stockholders of record June 3, 1955.



CY BROWN, appointed E-U's Calgary branch manager.

ALTMAN

(Continued from Page 1)

Canada, was granted its charter 10 years ago, Variety Clubs of America became Variety International. Tent 28 is still the only Variety Club in Canada and its most important work is the support and operation of Variety Village which we opened in November of 1949.

"Variety Village is a vocational school for handicapped boys, maintained by our Variety Club. The boys are trained in watch repair, orthopaedic appliances, skilled crafts and the operation of various machines and business courses. By the end of the 1954 training year, a total of 83 boys have graduated and are gainfully employed in the industry and services. Their total earning were over \$170,000.00.

"The cost of maintenance and operation of Variety Village is now in excess of \$65,000.00 annually. Most of these boys would ordinarily become public charges, but through the training they receive at Variety Village, the graduates are now earning an average income of over \$2,000 each per year.

"During 1954 our chief fund raising event was the annual International League baseball game, which alone brought the Heart Fund a total of \$34,349.71 from the sale of tickets and advertising in our yearly souvenir program.

"Other fund raising efforts are benefit theatre nights staged throughout Ontario — and a scrap metal salvage drive which to date has added over \$14,000 to the Heart Fund.

"Additional Heart of Variety efforts are shut-in movies, and contributions to civic charities. Over \$4,000 is spent annually. Variety Club employs and pays all the expenses of two men who operate a "movies for shut-ins" truck five nights a week — 42 weeks of the year. These movies are shown to individuals and groups of shut-ins in their homes.

"Total expenditure from Heart Fund for the calendar year 1954 was \$54,442.00. Total number of people benefited would be slightly over 1,000. It is our intention to carry on as heretofore, and if possible to extend the course of training.

"Our Heart of Variety pledge for 1955 will be \$75,000.



Across the Country

Toronto and District

When George Formby was here he was the guest at a special luncheon of Toronto Tent No. 28 in the Variety club-rooms where he was presented with a gold membership card signifying honorary life membership in Toronto Variety.

The British comedian was the third to be so honored, the previous recipients being Danny Kaye who officiated at the opening of Variety Village, and HRH Duke of Edinburgh, to whom the presentation was made at a train-side ceremony in the Toronto Union Station.

Manager Bill Burke of the Capitol Theatre, Brantford, has announced the adoption of an "occasional off-beat picture policy" with bookings of arty or unusual programs, the first of which consisted of "They Who Dare" and "Road to Canterbury" for the two days, May 16-17. Paul Turnbull has been doing it in recent months at the Famous Players' Downtown, Hamilton.

Recommendation on eight features were contained in the latest bulletin, "Canadian Estimate of Entertainment Films," sponsored by organizations associated with the Children's Film Library, as follows:

"The Divided Heart," for grown-ups and young people; "A Star Is Born," grown-ups and teen-agers; "20,000 Leagues Under the Sea," family, all ages; "White Feather," family, all ages; "The Long Gray Line," family, over 12 years; "Long John Silver," family, children under 12; and "Three Ring Circus," family, all ages.

The Brock Theatre, Toronto, a neighborhood house recently acquired by Fred Fink, has a new look with a number of changes including an improved lobby, new big screen, the latest type confectionery bar and new smoking loges. The theatre is offering triple bills as well as a Saturday night stage show.

The Kenwood, also under Fink direction, has adopted a 20c admission price for afternoon shows until 5 p.m.

Prairies

Community halls showing motion pictures were advised at a recent meeting of Edmonton's city council that they must be licensed as theatres and meet the safety standards set out in the Provincial Amusement Act.

In a letter to council, H. W. Burkell, chief inspector of theatres in the provincial secretary's department, also suggested that those halls not showing motion pictures bring their buildings to a reasonably safe standard as meeting places for children.

One alderman branded the letter as an attempt by motion picture theatres to stop the community leagues from showing motion pictures.

Officials of Tivoli Theatres, Ltd., Saskatoon, charged with conducting a lottery, will be tried in city court June 20.

Two charges were laid April 2 in connection with "Foto-Nite." Charged are William Russell, supervisor of the company, and Ray Resky and Vince Pasdernick, managers of the company's Broadway and Victory theatres. All have pleaded not guilty.

Maritimes

Mr. Cecil L. Johnston, St. John Branch manager for General Theatre Supply Company, is attending a salesmen's meeting being held in Chicago by the Dukane Manufacturing Company of Chicago. General Theatre Supply Company are distributors for the Dukane Manufacturing Company who make all types of telephone and inter-communicating systems.

Mr. J. N. Kenney of the Kenney Construction Company, Yarmouth
(Continued on Page 13)

UNIVERSAL

(Continued from Page 1)

of Audie Murphy, America's most decorated hero of World War II.

"The Private War of Major Benson," in Technicolor starring Charlton Heston and Julie Adams which was seen at a sneak preview by the Universal executives is being compared to "Going My Way" in the warmth and humor of its wide audience appeal.

"One Desire," in Technicolor starring Anne Baxter, Rock Hudson and Julie Adams.

"There's Always Tomorrow," a drama starring Barbara Stanwyck, Fred MacMurray and Joan Bennett.

"All That Heaven Allows," in Technicolor starring Jane Wyman and Rock Hudson, with the same wide audience appeal as U-I's successful "Magnificent Obsession."

"The Second Greatest Sex," a large scale musical in Cinemascope and Technicolor starring Jeanne Crain.

"Female on the Beach," in Technicolor starring Joan Crawford, Jeff Chandler and Jan Sterling.

"The Spoilers," based on Rex Beach's classical novel in Technicolor and starring Anne Baxter, Jeff Chandler and Rory Calhoun.

PIONEERS

(Continued from Page 1)

June 15th. The meeting will begin at 4.30 in the afternoon. His Worship, Mayor Jean Drapeau of Montreal will be the 'Guest of Honor' at the Banquet, following the meeting. Vic Obeck, vice-president and general manager of the Montreal Football Club Inc., operating 'The Alouettes' is Guest Speaker.

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FINEST MOVIES OF
HIS CAREER!"

—NEWSWEEK

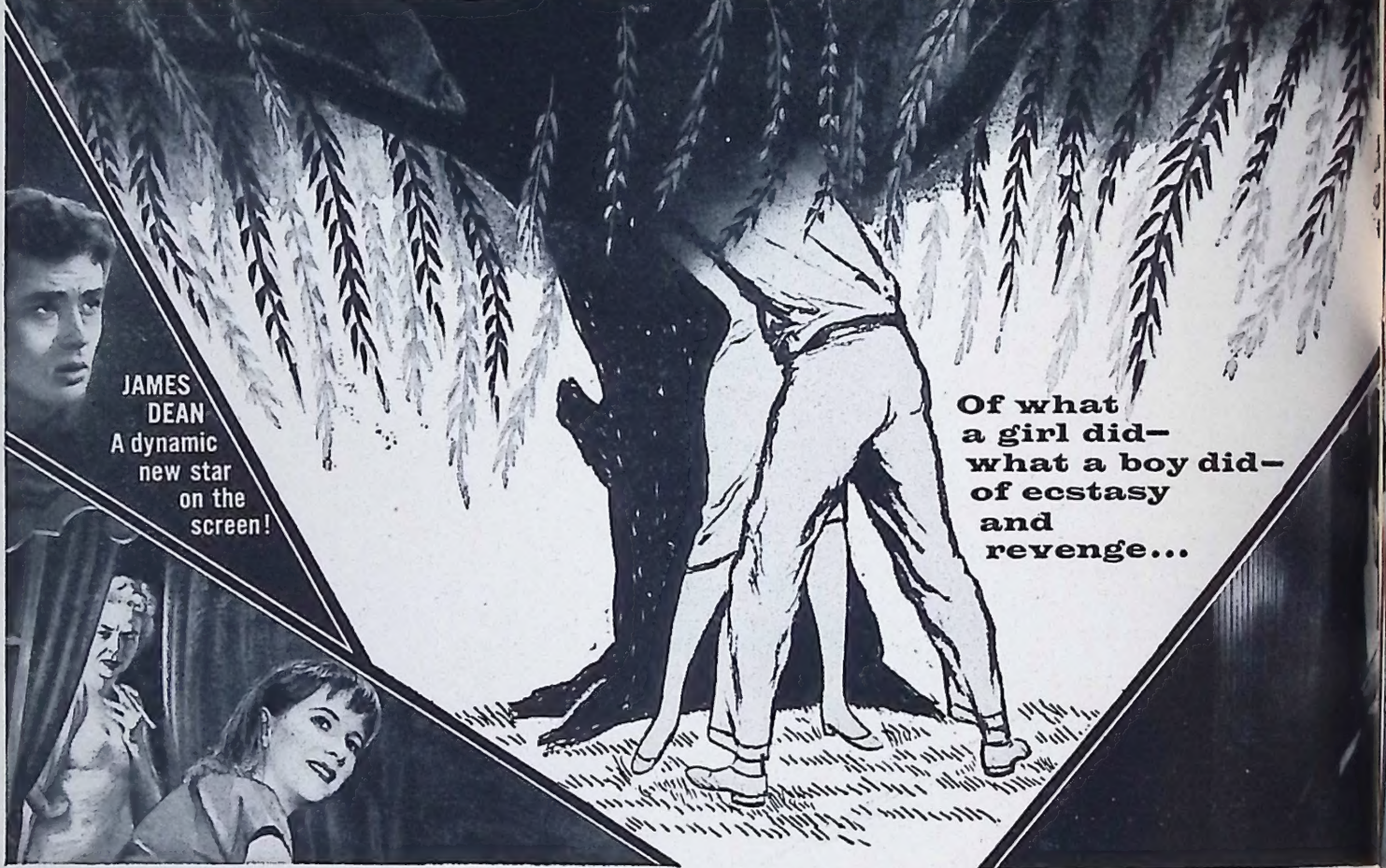
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ELIA KAZAN'S

EXPLOSIVE PRODUCTION OF

JOHN STEINBECK'S

"EAST OF EDEN"



JAMES DEAN
A dynamic
new star
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Of what
a girl did—
what a boy did—
of ecstasy
and
revenge...

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Screen Play by **PAUL OSBORN**

MUSIC BY
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Directed by **ELIA KAZAN**

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"AS VIOLENT
AND AS STARTLING
AS THE BOOK! JAMES DEAN
EMERGES A BRAND NEW STAR!"
LOUIS SOBOL—N.Y. JOURNAL-AMERICAN

ASTOR

BROADWAY AT 45TH STREET

"ONE OF THE
MOST DISTINGUISHED
DRAMAS OF THE YEAR...
AND JAMES DEAN IS THE
YEAR'S MOST
SENSATIONAL
FIND!"
-CUE MAGAZINE



"IT'S
BOUND
TO BE TALKED
ABOUT FOR MONTHS
TO COME!"
-LOOK

The word is out...
JAMES DEAN
is the star discovery
of the year LOOK MAGAZINE

Memo from Haskell M. Masters
Publicity Dept.:
Tell Canadian exhibitors
in the
next trade ad
that Edward Small's
NEW YORK CONFIDENTIAL,
starring Broderick Crawford,
Richard Conte and
Marilyn Maxwell,
is a hot,
hard-hitting action film.



Point-of-Sale Displays Boost Confection Sales—M. Sweigman

"A few days ago, I received a telephone call from Max Chic, who asked that I write an article on how our company, Theatre Poster Service, could help the exhibitor promote and increase the sale of confections.

"Confections sales have become more and more important during this last year, and it should be of interest to the exhibitor to read about methods to increase this source of income.

"The International Popcorn Association recently held their annual convention at the King Edward Hotel, and the exhibitors who did not take advantage of this meeting missed a most interesting and stimulating session. The executive of this association should be commended on their effort.

"The primary point in merchandising your confections, is the proper use of POINT-OF-SALE DISPLAYS. You must prepare the patron to notice your confection bar, the moment he has presented his ticket to the doorman. The visual and especially animated displays both lend themselves to this purpose, and properly placed will surely pay dividends.

"The visual display should be simple but attractive . . . maybe with different colored cardboard pennants with copy for each confection. The back of the candy bar should feature the items that give you the most profit . . . and we suggest that you change this display at least every month.

"If your lobby or foyer permits, use some animated display, featuring the confection that gives you your best return . . . motion of any sort will attract, and you will be surprised how this type of display will increase sales. Please keep in mind that any display will lose its effect if used for any length of time . . . change your displays with the seasons and special holidays.

"Your screen, also, offers a very good medium to promote your confection sales . . . use it in good taste. There are a number of good animated Technicolor confection trailers that should be used. Theatre Poster Service has at the present time 10 animated trailers, which can be rented by the week . . . with a different subject each month.

"Some theatres have found it good operation to have a short intermission of three or five minutes after each complete program. Use a trailer of the desired length of intermission so you will not have a "dead" spot. These trailers are available with music and with voice so applied to announce the

time remaining before the program commences.

"In the case of Drive-Ins, we suggest a longer intermission of ten minutes. Here again use the 10 minute Intermission Clock trailer, with music and voice to announce the time remaining before the show commences.

"There has been a tremendous boost in Ice Cream sales, and this is due only to the innovation of sales in the aisles for patrons who do not want to leave their seats. Promote this to the fullest extent with the proper trailers. These trailers are available for standard, wide screen and CinemaScope projection.

"These are but a very few suggestions, and in succeeding issues we will discuss other fundamental 'musts' to help you increase those sales."

Grenfell, Sask. Has New Management

The Windsor block, including the Windsor theatre, in Grenfell, Stk., has been sold by H. S. Humphrey to Joseph Hatton, Fort San, Sask.

Mr. Humphrey, who has operated the theatre for 20 years, bought the block in 1948. Mr. Hatton has been projectionist at the Fort Qu'Appelle, Sask., drive-in.

Arrangements are for Mr. Humphrey to be retained as manager and operator of the theatre until mid-summer.

Extensive renovations are planned, with the theatre to have CinemaScope facilities, new projection equipment, improved lighting and foam rubber seats.

Over 60—Its Free

Some 600 elderly people of Hamilton, Ont., members of the Over 60 and the Seniors' Clubs, as well as residents of Macassa Lodge, were guests at a special matinee performance in the Strand Theatre, the host being H. W. Braden, head of United Amusement Theatres, Hamilton.

The Hamilton Street Railway and the police department co-operated in looking after the transportation of the aged men and women to and from the theatre. Braden, who is a partner of Famous Players Canadian Corp., gives this treat for old persons twice a year.

7 Top-Starred Productions In 3 Months From Paramount

Seven top-starred major productions, all in Technicolor, representing a total record negative value of more than \$20,000,000 have been set for Paramount domestic release in July, August and September, Gordon Lightstone, Paramount's Canadian general manager, announced on his return from a special sales meeting held at Paramount studio.

Six of these big pictures are in VistaVision, the largest number in Paramount's new production and screen presentation process to be announced for release in any given period.

The three-month schedule has been specifically designed to provide theatres with the biggest possible boxoffice attractions during the period which has become so significant in the framework of the theatre business, Lightstone stated, and each will be backed by a large-scale merchandising campaign for maximum boxoffice returns.

Leading off the schedule is the general release of "Strategic Air Command," starring James Stewart and June Allyson, which currently is hitting boxoffice highs in special pre-release engagements in a selected number of United States and Canadian theatres to introduce giant screen presentations of the new horizontal double-frame VistaVision.

Also for July will be "The Seven Little Foys," starring Bob Hope in a role that is a striking departure from anything he has done before, the film biography of one of the greatest figures in the

entertainment world of a generation ago, Eddie Foy, Sr. The film has been hailed in previews as Hope's best picture. The beautiful Milly Vitale, Italian actress, co-stars.

August releases will be "We're No Angels," toplining Humphrey Bogart and Joan Bennett in a riotous comedy from the French smash hit play, and "You're Never Too Young," starring Dean Martin and Jerry Lewis in a picture tailored for box-office records.

Continuing the top-money lineup, for entertainment magic and production values no trio of pictures ever released in the industry in a single month can compare, Lightstone stated, with three pictures for September. These are: Frederic Brisson's "The Girl Rush," starring Rosalind Russell, Fernando Lamas, Eddie Albert and Gloria de Haven in a spectacular musical extravaganza with a Las Vegas background; Alfred Hitchcock's "To Catch a Thief," starring Cary Grant and Grace Kelly, a suspenseful drama filmed on the actual locales of the French Riviera, and "Ulysses," produced in Italy and the Mediterranean on a lavish scale and starring Kirk Douglas and Silvana Mangano, bringing the great Homeric adventure legend to the screen for the first time.



Phil Maurice, chairman of the entertainment committee for the Canadian Picture Pioneers (Quebec Division) Banquet personally invites His Worship Mayor Jean Drapeau of Montreal to attend the function which is scheduled to take place at the Sheraton Mt.-Royal Hotel on Wednesday June 15th. Mayor Drapeau is reading a recent issue of The Digest.

this

SUMMER...

as every season...

every month...

the pictures from

UNIVERSAL

speak for themselves...

where they count the

most.....at your

BOX-OFFICE!



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ISLAND
EARTH**

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FoxFire

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**AIN'T
MISBEHAVIN'**

The
**Purple
Mask**

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The
**PRIVATE
WAR OF
MAJOR
BENSON**

**Female
on the
Beach**

The
Shrike

**Francis
in the
Navy**

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**One
Desire**

THE SUPREME EXCITEMENT
OF OUR TIME!

THIS ISLAND EARTH

2 1/2
YEARS
IN THE MAKING!

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY

Technicolor



Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff



...living every
passionate page
of Anya Seton's
Best Seller!

JANE RUSSELL
JEFF CHANDLER

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Technicolor

CO-STARRING

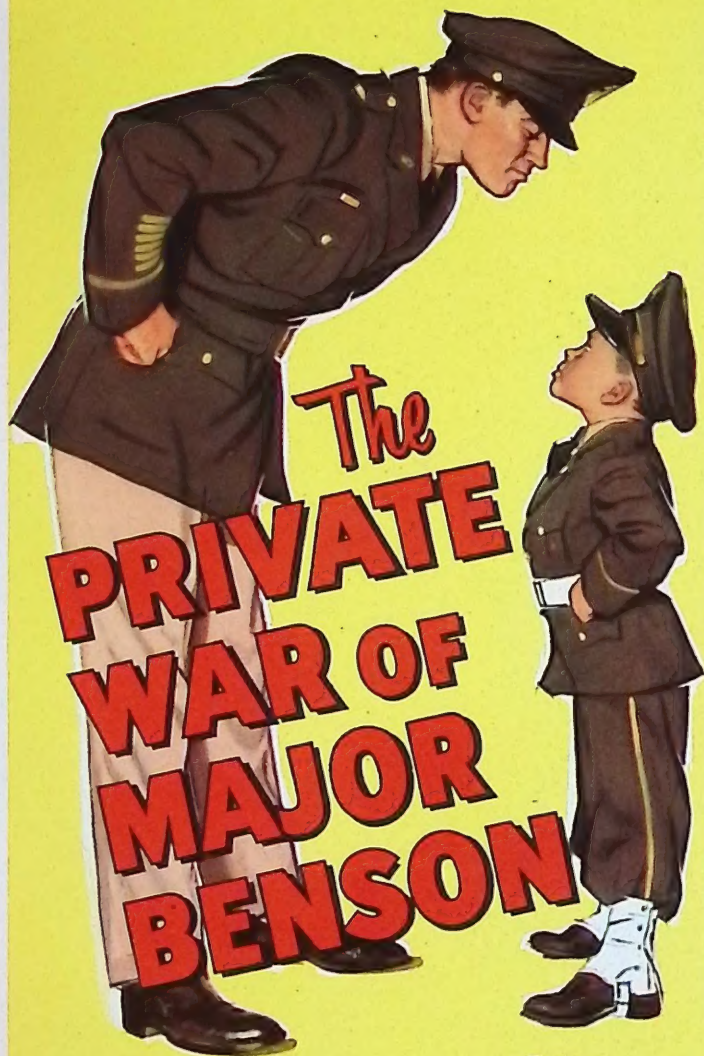
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DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

CHARLTON HESTON
JULIE ADAMS



PRINT BY *Technicolor*



WITH
WILLIAM DEMAREST • TIM CONSIDINE • SAL MINEO
NANA BRYANT • MILBURN STONE • MARY FIELD

AND INTRODUCING **TIM HOVEY**

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER • Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS



One Desire

PRINT BY *Technicolor*

WITH **CARL BENTON REID • NATALIE WOOD**

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER • Produced by ROSS HUNTER

THE SUPREME EXCITEMENT
OF OUR TIME!

THIS ISLAND EARTH

2 1/2
YEARS
IN THE MAKING!

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY

Technicolor



Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff



...living every
passionate page
of Anya Seton's
Best Seller!

JANE RUSSELL
JEFF CHANDLER

FOX FIRE
Technicolor

CO-STARRING

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

AIN'T MISBEHAVIN'

SPARKLING NEW HIT SONGS!

PRINT BY *Technicolor*

STARRING **RORY CALHOUN
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN**

with **REGINALD GARDINER • BARBARA BRITTON**

Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Directed by EDWARD BUZZELL • Produced by SAMUEL MARX

**TONY CURTIS
COLLEEN MILLER**

CINEMASCOPE

The Purple Mask

PRINT BY *Technicolor*

CO-STARRING **GENE BARRY • DAN O'HERLIHY
ANGELA LANSBURY**

WITH **GEORGE DOLENZ • JOHN HOYT**

Screenplay by OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by HOWARD CHRISTIE

**DONALD O'CONNOR
MARTHA HYER**

Francis IN THE NAVY

WITH **RICHARD ERDMAN • JIM BACKUS • MYRNA HANSEN
LEIGH SNOWDEN** and *Francis* The Talking Mule

Story and Screenplay by DEVERY FREEMAN • Directed by ARTHUR LUBIN
Produced by STANLEY RUBIN • Based on the character 'FRANCIS' created by DAVID STERN

**JOAN CRAWFORD
JEFF CHANDLER**

Female on the Beach

CO-STARRING **JAN STERLING**

WITH **CECIL KELLAWAY • CHARLES DRAKE**

Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS
Directed by JOSEPH PEVNEY • Produced by ALBERT ZUGSMITH

Universal-International presents
JOSÉ FERRER • JUNE ALLYSON

in
the
Great
Pulitzer
Prize
Drama...



Every shocking moment,
every intimate scene
brought to the screen!



The Shrike

with **JOY PAGE • KENDALL CLARK • ISABEL BONNER**

Directed by **JOSÉ FERRER** • Screenplay by **KETTI FRINGS** • Based on the play by **JOSEPH KRAMM** • Produced by **AARON ROSENBERG**

Traffic Tied Up As "Strategic" Opens

The Canadian premiere of Paramount's "Strategic Air Command" at the Imperial theatre in Toronto, Canada, had traffic tied up solid in the downtown area.

Thousands of spectators gathered early to watch the parade down Yonge St., Toronto's main thoroughfare. Led by the sixty piece band of the 180th Air Force AC Band, the parade came to a halt in front of the theatre where they were inspected by the officer commanding the Toronto district, Wing Commander Fowler Gobeil. Yonge St. was blocked off for six blocks to accommodate the crowds.

Manager Russ McKibbin of the Imperial theatre, with his usual staff doubled for the opening, found great difficulty in coping with the huge crowds in and around his 3,300-seat house, the flagship of the Famous player circuit of Canada.

The picture, set against the dramatic background of the U.S. Air Force Strategic Air Command, was seen on Canada's largest curved theatre screen which was installed for the new presentation of horizontal, double frame Vistavision, Paramount Studio's Academy Award-winning large screen photographic and projection process. The audience was awed by the brilliance and magnificence of the showing.

Capacity business and long lines at the boxoffice are assured for "Strategic Air Command" in Toronto. The James Stewart — June Allyson classic was supported by one of the strongest merchandising campaigns ever seen in Toronto.

R. Bartlett, Mgr. Capitol, Hamilton

Ralph Bartlett, a native of Windsor where he made his start as an usher, and manager of the Odeon at Sarnia for the past six years, has been appointed manager of the Capitol Theatre, Hamilton, replacing Nicky Langston who resigned from the Canadian Odeon organization to join Biltmore Theatres Limited in Toronto. Bartlett has a wife and two sons, aged 13 and 11, who are scheduled to move to Hamilton in July.

Cardinal Films Drive Underway

In the second week of JARO's Cardinal Films Division Billings Drive, Saint John has leaped way ahead from fourth to first place.

Across the Country

(Continued from Page 3)

and Halifax, who is well known throughout the Maritimes and responsible for considerable theatre construction, lost his son Howard last week whose death occurred as the result of a tragic accident.

A double-bill displayed last week by Mr. L. A. Sprague on the marquee of the Gaiety Theatre, Lancaster, N.B., featured "A Woman's World" and "For Men Only." We wonder if Mr. Sprague had in mind segregating his audiences—or whether he arranged a program that might appeal to both sexes. Mr. Jim Mitchell of the Famous Players' Capitol, Saint John, might have been attempting an even more intriguing double bill with "Notorious" and "The Farmer's Daughter."

Mr. Maurice Ellman of the B & L office flew to Halifax on Monday evening to attend the graduation exercises at Dalhousie University where his son is receiving a Bachelor of Science degree. Mr. Ellman's daughter, Miss Eleanor Ellman, is graduating early next week as an R.N. from the Saint John General Hospital.

Winnipeg

Visitors to the city included Mr. Girouard, Somerset; Mr. Melnyk, Fisher Branch; Mr. Menzies and Mr. Shaw, Crystal City. Mesho Triller, Dominion Theatre, is attending the Bowling Congress being held at Fort Wayne, Indiana. A testimonial dinner will be held at the Marlborough Hotel May 26th honoring Mr. Joe Huber who is retiring on May 31.

Al Glass, Paramount booker, now on vacation, will also attend the Paramount Convention to be held in Toronto. Syl Gunn, local Paramount manager, will also attend the convention.

With most of Saskatchewan under water, the Lux Theatre, Humboldt, ironically played "Hell and High Water" May 9-11, and followed this on the 12th with "River of No Return." Even though the roads are impassable, the people at Muenster, Sask., still wanting entertainment, have walked the five or six miles, on railroad ties, to Humboldt, to see a good movie.

The Airport, Circus, Starlite, Pembina and Eldorado Drive-Ins have combined on a WIN-A-CAR-NITE, with a draw being made every Tuesday and Thursday. The first car was given away on opening night, Tuesday, May 17th. Jim Fustey, Osborne Theatre manager, advises that they are installing a wide screen.



PARAMOUNT SALES EXECUTIVE MEETING at the studio last week took time off from a busy schedule to visit the Paramount sets. Here Cecil B. DeMille (seated) hosts them on the set of "The Ten Commandments." Charlton Heston (with staff) plays part of Moses, and Yul Brynner, at DeMille's left, portrays Rameses. Others, from left: John G. Moore, Eastern division manager; H. Neal East, western division manager; Howard G. Minsky, Mid-East division manager; Bryan D. Stoner, central division manager; E. K. (Ted) O'Shea, vice president in charge of Eastern U.S. distribution; Gordon Lightstone, Canadian general manager; Al Fitter, assistant to Hugh Owen, vice-president in charge of western U.S. distribution, who is next; A. M. Kane, South Central division manager; Sidney Deneau, assistant to O'Shea; Gordon Bradley, Southern division manager; Robert J. Rubin, administrative executive, and Don Hartman, Paramount executive producer, who guided the group on the sets.

PARA. MEET

(Continued from Page 1)

Home Office. Others expected to be in Toronto from the Home office include Jerry Pickman, Vice-President in charge of Advertising-Publicity; Oscar Morgan, general manager in charge of Short Subjects and Newsreel and Robert J. Rubin, Administrative executive.

Skouras Re-elected President of Fox

The Board of Directors re-elected Spyros P. Skouras president of Twentieth Century-Fox Film Corporation May 17, following the election of ten directors by stockholders, at the Corporation's annual meeting at the home office in New York.

Elected with Mr. Skouras, to serve as officers for the next year, were the following: William C. Mitchell, executive vice president; Darryl F. Zanuck, vice president in charge of production; Murray Silverstone, vice president; Joseph L. Moskowitz, vice president; S. Charles Einfeld, vice president in charge of advertising, publicity and exploitation; Donald A. Henderson, treasurer and secretary; C. Elwood McCartney, comptroller and assistant treasurer; J. B. Codd, assistant treasurer; Francis T. Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lan, assistant secretary; Norman B. Steinberg, assistant secretary; and Morris L. Breggin, assistant comptroller.

Rosenblat To Coast Feted By Industry

Sam Rosenblat, formerly supervisor of Western Theatres, his wife Marion and their son Dennis, were guests of honor at a luncheon held at the Marlborough Hotel, Thursday, May 19th, prior to their departure to take up permanent residence in California. Harry Gray, Lyceum Theatre manager, acted as chairman. Guest speakers included Richard Miles, representing Western Theatres; Harry Hurwitz, representing Motion Picture Pioneers and Odeon Theatres; Ken Beach, Famous Players representative with Western Theatres; Phil Geller, Film Board of Trade president; Jack Taylor, representing Western Theatres' managers. Lou Miles, Grand Theatre manager, presented luggage on behalf of the guests, while George Miles, Western Theatres president, made a presentation on behalf of Western Theatres.

THE MADDEST,
MERRIEST
MIXUP FOR
A BOXOFFICE
BONANZA/....



Cleopatra was!



Du Barry was!



Pocahontas was!



Grandma was!



// MAD ABOUT MEN //

COLOR BY
TECHNICOLOR

THE LINE FORMS AT
THE LEFT-AND SHE'S
GOT SOME LINE!

*The girl with a million
sweethearts...* in a picture with
a million laughs! Made by the same
producer of such hilarious hits as
"DOCTOR IN THE HOUSE"

A.J. Arthur Rank Production, featuring
GLYNIS JOHNS
DONALD SINDEN
ANNE CRAWFORD
MARGARET RUTHERFORD

Another smash hit from

JARO

PROMOTION

Manager Fred Jackson of Loew's Theatre, London, had an opening-day combination spread in the London Free Press for the engagement of "The Glass Slipper". Co-operating advertisers included a beauty salon, shoe merchant and a women's wear shop, the latter featuring the "Cinderella Gown".

The Odeon Theatre, London, tied in with Sophie's Dress Shop for the presentation of a fashion show for three nights of the engagement of "To Paris With Love," the gowns from Paris, Rome and New York being worn by the Meg Daniels' models.

At the Roxy Theatre, St. Thomas, all males wearing a green shirt "in honor of the Irish" were admitted free on the opening day of "Captain Lightfoot."

Manager Bill Trudell of the Capitol Theatre, London, rigged up an appropriate lobby display for "20,000 Leagues Under the Sea" in advance of engagement. Centering an assortment of diving devices, including breather equipment, flippers and a headpiece was a large aquarium with living specimens of finny varieties which aroused the admiration of impatient anglers.

Steve Allen of the Metro, New Westminster, turned in a bright promotion suggestion for "Valley of the Kings". Steve had a display in a furniture store window of a very realistic mummy reclining on a bench in the store window, just in front of this pseudo cadaver was a genuine human skull.

The Hamilton Cinema featured a "Little Fugitive" contest with prizes for boys and girls during the Easter Week run of "Little Fugitive."

A disc recording from Bill Horner of the Strand, Saint John, N.B., provides evidence of a sock promotion that Bill did on "Woman's World". He arranged a fashion show to boost his feature, and netted a free radio interview on CHSJ lasting 25 minutes.

Manager Len Gouin of the Capitol Theatre, Peterborough, has made an attractive feature of the sport-crest give-aways for

juveniles at Saturday matinees through a tie-in with "Dit Clapper," former star of Toronto Maple Leafs who has a sporting-goods store there.

Final prize in a contest series is an all-expense trip to Toronto for an international Baseball game for the winning boy or girl and a parent.

Tom Boudreau, Odeon-Abbottsford, obtained a very fine page on "The Beachcomber". Half the page was taken by a car dealer who placed the title of the film in 48 point type. The rest of the page was made up of a fine reader, scene cuts and a normal theatre ad.

The Biltmore Theatre, Kingston, has launched a "Golden Years Club" for residents of the Limestone City who are over 60 years of age. Those who register at the theatre receive a membership card which entitles the holder to a reduced admission price. The club had its start with the playing of "Young at Heart."

H. Warner Donates Ball Park For Kids

Sportsman's Field in Canoga Park, donated by Harry M. Warner to the youth of San Fernando Valley, was dedicated with a flag-raising ceremony and baseball game.

Located at Shoup Avenue and Sherman Way, the field has a bleacher accommodating 200 persons.

Montreal Leads In JARO Billings Drive

No change in the twelfth week of JARO's Tenth Anniversary Billings Drive.

Bob Johnson's Montreal Office still holds the lead, but Calgary is creeping up in second place only 4.8% behind.

Toronto — still in third place. The drive started Feb. 21 and will conclude on June 25.

STUDIO ROUND-UP

Alfred Hitchcock's daughter, Patricia, signed by Paramount for featured role in "The Ten Commandments." Eddie Albert, Richard Conte and Don Taylor added to cast of MGM's film version of the life of Lillian Roth, "I'll Cry Tomorrow," with Susan Hayward in the title role.

UA to release "A Kiss Before Dying," C'Scope Crown production of the 1954 Edgar Allan Poe Award for the best mystery of the year, Robert Wagner starred.

Paul Fix joins cast of Warner's "Giant" portraying role of Liz Taylor's father. Republic signs Walter Brennan for top featured role in "Come Next Spring," co-starring Steve Cochran and Anne Sheridan.

20th-Fox plans June 3rd morning world premiere for Marilyn Monroe starrer, "The Seven Year Itch," at Loew's State, New York. Columbia signs British-born actress, Valerie French to long-term contract, following her sensational success via London stage, screen and TV.

Universal's Technicolor musical, "Ain't Misbehavin'," starring Rory Calhoun, Piper Laurie and Jack Carson, all set for July release. 20th-Fox producer Samuel G. Engel, en route to Athens to plot location and background work on the first C'Scope production to be made in Greece, "Boy on a Dolphin."

Barry Sullivan set for co-starring role with Claudette Colbert in "Texas Lady," which goes before the cameras June 6th for RKO release. Allied Artists announce the purchase of original comedy "Do It Yourself," and are negotiating with Fred MacMurray for one of the two star roles.

Dean Martin and Jerry Lewis have gone western, their next for Paramount will be the VistaVision comedy, "Where Men Are Men." Warners announce that the current Broadway hit play, "The Bad Seed," will be brought to the screen by their company with Mervyn LeRoy producing and directing.

Pedro Armendariz handed role of Francis I in Metro's Lana Turner starrer, "Dianne."



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Strategic Air Command (Para.) Vista-Vision & Tech. with James Stewart and June Allyson.

SHEA'S
Daddy Long Legs (20th-Fox) C'Scope & DeLuxe Color with Fred Astaire & Leslie Caron.

UNIVERSITY & EGLINTON
Tight Spot (Col.) with Ginger Rogers and Edward G. Robinson.

LOEW'S
The Prodigal (MGM) C'Scope & Color with Lana Turner & Edmund Purdom.

UPTOWN
This Island Earth (E-U) Tech. with Jeff Morrow and Faith Domergue.

ODEON & FAIRLAWN
The End of the Affair (Col.) with Deborah Kerr & Van Johnson.

HYLAND & CHRISTIE
Desires (Astral).

DOWNTOWN
Smoke Signal (E-U) & The Big Tip Off (AA).

MONTREAL

CAPITOL
2nd wk. Blackboard Jungle (MGM) with Glenn Ford.

LOEW'S
Vera Cruz (UA) Tech. with Gary Cooper & Burt Lancaster.

PALACE
A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

PRINCESS
A Bullet For Joey (UA) with Ed. G. Robinson & George Raft.

ORPHEUM
Stranger On Horseback (UA) Color with Joel McCrea.

AVENUE
3rd wk. To Paris with Love (JARO) Tech. with Alec Guinness.

KENT
4th wk. Gate of Hell (IFD).

WINNIPEG

CAPITOL
The Long Gray Line (Col.) Tech. with Tyrone Power and Maureen O'Hara.

MET
Blackboard Jungle (MGM) with Anne Francis and Glenn Ford.

ODEON
To Paris with Love (JARO) Tech. with Alec Guinness & Odile Versois.

GARRICK
Chief Crazy Horse (E-U) C'Scope and Tech. with Victor Mature.

ST. JOHN

PARAMOUNT
Violent Saturday 20th-Fox) C'Scope & DeLuxe Color with Victor Mature.

CAPITOL
Rage at Dawn (RKO) Tech. with Randolph Scott.

STRAND
Simba (JARO) with Dirk Bogarde & Donald Sinden.

CALGARY

CAPITOL
2nd wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

PALACE
Strange Lady in Town (WB) C'Scope & WarnerColor with Greer Garson.

UPTOWN
A Prize of Gold (Col.) Tech. with Richard Widmark.

GRAND
Kiss Me Deadly (UA) with Ralph Meeker.

STRAND
The Americano (RKO) and The Big Tip Off (AA).

VARIETY
Island in the Sky (WB) with John Wayne.

VANCOUVER

VOGUE
Ma and Pa Kettle at Waikiki (E-U) with Marjorie Main and Percy Kilbride.

ORPHEUM
Blackboard Jungle (MGM) with Glenn Ford and Anne Francis.

STRAND
The Man Who Loved Redheads (IFD) Color with Moira Shearer.

CAPITOL
2nd wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

SMASHING EVERY RECORD IN THE HISTORY OF THE SUTTON THEATRE, N. Y.

MARTY

1st Week
NEW HOUSE RECORD!

MARTY

2nd Week
OUTGROSSED FIRST WEEK!!

MARTY

3rd Week
BIGGER THAN SECOND WEEK!!!

MARTY

4th Week
EQUALS FIRST WEEK!!!!

MARTY

AND STILL GOING STRONG!

MARTY

**NOW BEING BOOKED BY THE
LARGEST A THEATRES EVERYWHERE!**

MARTY

**A TRULY UNSURPASSED PERFORMANCE BY A GREAT
MOTION PICTURE, THAT STARTS OUT BIG AND GETS
BIGGER AS IT PLAYS.**

HECHT-LANCASTER present

"MARTY"



Starring

ERNEST BORGNINE and BETSY BLAIR

Story and Screenplay by PADDY CHAYEFSKY

Directed by DELBERT MANN • Produced by HAROLD HECHT

Associate Producer — PADDY CHAYEFSKY

**thru
UA**